



A children's charity concert by  
The Straits Times School Pocket Money Fund  
& The Business Times Budding Artists Fund



## p r e s s r e l e a s e

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For immediate release

### **ChildAid to be FIRST event held at Resorts World at Sentosa**

**Singapore, 14 July 2009** – Mark your diaries for 19 to 21 December 2009! That is when ChildAid will be the first event to be staged at Resorts World at Sentosa.

ChildAid is a charity concert organised by The Straits Times and The Business Times. The concert, which is celebrating its fifth anniversary this year, showcases the best of Singapore's young musical talents in support of two charities – The ST School Pocket Money Fund and The BT Budding Artists Fund.

Said ChildAid organising chairman, Mr Peter Khoo: "The economic recession has led to a rise in the number of children who need help to pay for a meal in school or to continue their artistic pursuits.

"Thus, we are extremely grateful to Resorts World at Sentosa for giving us this honour, which we believe will boost fund-raising efforts. Their decision also benefits Singapore's young musical talents for they will be creating history by being the first to perform at the Resort."

Mr Han Fook Kwang, Editor of The Straits Times, said that the number of student beneficiaries on The Straits Times School Pocket Money Fund has risen by about 40 per cent since last year.

The ST School Pocket Money Fund helps 11,000 needy children pay for a meal during recess or transport to school. It would require \$5.7 million this year – the highest it has had to raise since its inception in 2000.

Mr Han said: "Our tie-up with Resorts World at Sentosa will bolster ChildAid's ambition to raise money for needy children and showcase the many talented youths here.

"We are determined to do our utmost to help the many children affected by the economic downturn," Mr Han added.

Mr Alvin Tay, Editor of The Business Times, said that ChildAid talents also serve as good role models.

Mr Tay said: "Singapore has many outstanding young musicians who want to help. They motivate the many children we support at the BT Budding Artists Fund."

The BT Budding Artists Fund, initiated by The Old Parliament House Limited and adopted by The Business Times in 2005, aims to give underprivileged children a chance to nurture their artistic talents, be it in art or music.

ChildAid 2009 will be staged at Festive Grand, Resorts World at Sentosa's very own theatre which can seat up to 1,600 people.

Festive Grand, which will host Resorts World at Sentosa's resident musical extravaganza Voyage de la Vie, is just one of the many attractions found within Singapore's only island integrated resort.

Owned by Genting Singapore, S\$6.59-billion venture will include South-east Asia's first and only Universal Studios theme park, the world's largest oceanarium, six hotels, a casino, and a host of other entertainment options.

Ms Andrea Teo, Vice President of Entertainment for Resorts World at Sentosa said: "Besides being the first event at Resorts World at Sentosa, we will be dedicating our expertise and experience in the field of stage production, choreography amongst many other things."

"The talents on display for previous ChildAid concerts were tremendous. We want to build on that success and ChildAid 2009 held at Festive Grand is going to present these talents on a grander and even larger scale," Ms Teo said.

Ms Teo, a former Executive Producer and Director of television sitcoms such as Under One Roof, Phua Chu Kang and Happy Belly, will also be part of the ChildAid producing team, together with Mary Loh and Jason Ramsburg from the Resorts World entertainment team, Arts House general manager Colin Goh and reknowned musician Iskandar Ismail.

Ms Teo adds: "Resorts World at Sentosa is not scheduled to open until early next year, but when SPH approached us with the opportunity to contribute to the cause, our different teams, ranging from Projects to Entertainment and Traffic, sat down and decided that we will pull all stops to make this happen. ChildAid will be the inaugural show in Resorts World, and the first performance that we will raise our curtains for at our Festive Grand theatre."

Resorts World at Sentosa is on-track for its early 2010 soft opening, which will include Universal Studios Singapore, four hotels, part of FestiveWalk and the casino.

As in previous years, The Straits Times and The Business Times will be conducting a nationwide search for talents. Those who wish to audition must be Singapore residents and not older than 19 years of age.

Said ChildAid artistic director Mr Iskandar Ismail, who is last year's Cultural Medallion recipient: "Many ChildAid performers of the past have gone on to bigger things. Our search for the best fresh talent in Singapore begins today. So do write to us for an audition."

He cited the opening ceremony of the Asian Youth Games as an example. "Three of the vocalists who performed at the Asian Youth Games opening ceremony came from ChildAid," said Mr Ismail.

Teenagers Amni Musfirah, Lian Kim Selby and Nathan Hartono performed in ChildAid before being picked up by Asian Youth Games organisers.

It was the same for soprano Janani Sridhar, who performed at the first ChildAid concert in 2005. The 19-year-old sang the national anthem at last year's Singapore Formula One race.

At the press conference, the organizers revealed the first three performers for ChildAid 2009.

They are: 15-year-old singer Amni from School of the Arts as well as drummers Zidann Zalizann, 8, from Greenridge Primary School, and Aaron Lee, 13, from Queensway Secondary School.

Said Mr Ismail: "As this is the fifth anniversary of ChildAid, we wanted to bring back the best of the talent we have put on show before.

"Amni, Zidann and Aaron were outstanding in last year's sell-out show," Mr Ismail added.

ChildAid 2009 is seeking sponsors to help its charities.

There are four sponsorship tiers – Diamond (\$200,000 and above) Platinum (\$100,000-\$199,999) Gold (\$50,000-\$99,999) Silver (\$30,000-\$49,999) and Bronze (\$10,000-\$29,999).

Interested sponsors may contact Ms Wee Ngiap Hiang at [weenh@sph.com.sg](mailto:weenh@sph.com.sg) or at 6319 5054.

Details on ticket sales will be announced in October, two months before ChildAid 2009 opens at Resorts World at Sentosa.

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## **TO AUDITION FOR CHILDAID 2009**

The concert organizers are looking for English-medium acts for the event. Interested talents in the fields of music, dance or emceeing must be Singapore residents below the age of 19.

They must send in their audition materials to be considered for selection. The preferred format for audition material is DVD, VCD or CD. Applicants should include a photograph and a one-page write-up of themselves, their musical achievements, and why they want to be a part of ChildAid.

Other essential details include their name, age and school, as well as their parents' name, contact number and e-mail address.

Audition materials can be sent to [childaid@sph.com.sg](mailto:childaid@sph.com.sg) or to the following address:

ChildAid 2009  
Singapore Press Holdings  
1000 Toa Payoh North, News Centre  
Singapore 318994

The closing date for submissions is **Mon, 17 August 2009**.  
Shortlisted youths will be invited to the auditions on Sun, 30 August 2009.

A panel of judges led by ChildAid artistic director Iskandar Ismail will assess all applications and successful applications will be invited to audition.

### **About Resorts World at Sentosa**

Slated to be one of the world's most exciting family destinations, Resorts World at Sentosa is a collection of resorts and attractions with a plethora of fun-filled offerings for the entire family.

Taking pride of place on Singapore's resort island of Sentosa and spanning 49 hectares of lush greenery amongst pristine lakes, this S\$6.59 billion mega-resort will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium – Marine Life Park and the region's only fully integrated destination spa – ESPA.

The Resort also boasts a total of 1,800 keys, spread across its six hotels of varying themes, with full conference and meeting amenities, including a ballroom that sits 7,300 delegates. Topping the list are the ultra-luxurious Maxims Tower, and the world's only Hotel Michael, named after famed US-architectural legend, Michael Graves who designed the entire destination. Other accommodation options include the trendy Hard Rock Hotel Singapore, as well as beach facing Spa Villas, perfect for some solitude and privacy.

Resorts World at Sentosa's myriad of MICE facilities will also be able to accommodate 35,000 delegates. Options include one of Asia's largest ballrooms with a capacity of 7,300 guests, 26 function rooms – most of which with garden views – as well as some of Singapore's most creative event venues within Universal Studios Singapore.

Beyond hotels and attractions, there will also be world-class entertainment to engage visitors. Most eagerly-anticipated is the Crane Dance – a spectacular multi-media moving art with cleverly choreographed animatronic cranes set out at the waterfront.

An unparalleled array of retail and dining options at FestiveWalk, as well as roving acts and street performances await guests at the Bull Ring.

Resorts World at Sentosa opens its doors to the world in early 2010.

### **About The Straits Times School Pocket Money Fund**

The Straits Times School Pocket Money Fund was initiated on Children's Day (October 1) in the year 2000 by The Straits Times, to heighten public awareness of the plight of children from low-income families who were attending school without proper breakfast, or pocket money to sustain their day in school.

The aim is to alleviate the financial burden faced by parents in providing for their children's education. At the same time the funds will help children who are already facing difficulties in remaining in school to stay on.

As the official fund-raiser, The Straits Times rallies support for the cause and appeals to the public for donations to the fund. It collaborates with different partners for various fund-raising activities.

The Straits Times works very closely with the National Council of Social Service (NCSS), the fund administrator. NCSS disburses the funds to the beneficiaries through its network of family service centres, special schools and children's homes.

### **About The Business Times Budding Artists Fund**

Initiated by The Old Parliament House Limited in 2004 and adopted by Business Times in May 2005, The Business Times Budding Artists Fund (BT BAF) aims to enable children between the ages of five to 12 years distanced by socio-economic circumstances to pursue their aspirations to develop artistic talents in music, dance, theatre, visual arts and theatre production.

The Fund originated from a strong conviction that no child with strong interest and artistic potential should be deprived of the opportunity to develop his or her talents because he or she is economically disadvantaged.

Objectives of the Fund are as follows:

1. To offer opportunities for financially-disadvantaged children who display artistic potential and commitment to be formally trained in the arts.
2. To provide platforms for established and professional artists to impart their skills and experience to the next generation of talents. This will mean continual renewal in the creative industry.
3. To heighten awareness of the importance of nurturing the artistic talents of children and young adults and the ensuing value of such skills to building the next phase of artistic development of Singapore.

**For more information, please contact:**

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